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ABSTRACT

The college plans of 167 Maryland high school seniors who qualified as National Merit or National Achievement semifinalists were surveyed. Findings include the following: of the semifinalists choosing out-of-state colleges, 58 percent selected private and about 22 percent selected public institutions; slightly less than 10 percent planned to attend Maryland public institutions, and 8.6 percent selected private Maryland colleges; a greater percentage of black than white semifinalists planned to enroll at Maryland public institutions; most of the students who had decided on a major intended to study engineering (32 percent) or one of the physical sciences (20 percent); 60 percent reported that no more than one-fourth of their first-year college costs would be covered by the financial aid package they were offered; 57 percent of the students who planned to attend a Maryland public institution had most of their first-year costs met by financial aid, while 31 percent had all their expenses covered; and reasons influencing college choice included the overall reputation of the school and the intended program of study. The Survey of Academically Talented High School Seniors questionnaire is included, along with student recommendations to improve the ability of Maryland public colleges to attract high ability students. (SW)

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COLLEGE PLANS OF THE 1985
MARYLAND NATIONAL MERIT AND
NATIONAL ACHIEVEMENT SEMIFINALISTS

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COLLEGE PLANS OF THE 1985
MARYLAND NATIONAL MERIT AND
NATIONAL ACHIEVEMENT SEMIFINALISTS

State Board for Higher Education
16 Francis Street
Annapolis, Maryland 21401
August, 1985

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EXECUTIVE SUMMARY

In May 1985, the State Board for Higher Education surveyed Maryland high school seniors who qualified as National Merit or National Achievement Semifinalists concerning their college plans. This represented the seventh consecutive year that the SBHE has polled this group.

Major Findings

1. Most of the college-bound Semifinalists (58%) intended to enroll in a private college or university outside Maryland. An additional 22.2% selected an out-of-State public institution, the largest share since the first year of the survey in 1979. Slightly less than 10% chose one of Maryland's public colleges or universities, the lowest percentage since 1979. An independent institution in the State was the choice of 8.6%.
 - * A greater percentage of black than white Semifinalists planned to enroll at a Maryland public college or university.
 - * The Semifinalists who planned to attend a public institution in the State chose the University of Maryland campuses at College Park or Baltimore County. Most of the students who intended to go to a Maryland independent institution selected either The Johns Hopkins University or Loyola College.
 - * The public out-of-State schools which attracted the largest number of respondents were the University of Virginia, Virginia Polytechnic Institute, and the University of Michigan. The most popular private institutions outside Maryland were Cornell, Duke, Harvard, and Princeton.
2. Most of the Semifinalists who had already decided on a particular major intended to study engineering (32%) or one of the physical sciences (20%). A majority of the respondents who were enrolling at a Maryland public institution chose business and management, a physical science or psychology.
3. Sixty percent of the Semifinalists reported that no more than one-fourth of their first-year college costs would be covered by the financial aid package they had been offered. However, students who planned to attend a Maryland public institution had a greater proportion of their expenses met by financial assistance: 57% reported that most of their first-year costs would be met by their financial aid, and 31% stated that all of their expenses would be covered.

4. The reasons which were cited by the greatest percentage of Semifinalists as being very important in influencing their college choice were the overall reputation of the school, the attractiveness of the program in the student's intended major, the quality of the student body, the success of graduates in finding employment or gaining admission into graduate/professional school, and the appearance or atmosphere of the campus. In contrast, Semifinalists who were planning to enroll in a Maryland public institution stressed financial factors the most: comparatively low tuition costs and the receipt of a better financial aid package.
5. The Semifinalists reported being actively recruited by public colleges and universities in Maryland. More than one third (35%) reported that they had been personally contacted by a representative of a public college or university in Maryland, and 98% had been sent unsolicited literature and/or had been contacted by a school official. Forty percent of the respondents cited favorable contacts made by the school as a very important reason for their matriculation decision.
6. The suggestions made most often by the Semifinalists for improving the ability of Maryland public institutions to attract a larger number of high ability students were 1) improve the academic reputation of and programs offered by Maryland schools, 2) offer more and better honors programs for high ability students and consider the establishment of a separate honors college within an institution, 3) enhance the quality of the student body and selectivity at State institutions by raising admission standards, 4) reduce the size of the UMCP campus and reduce class size to allow for greater interaction between students and faculty/staff, 5) offer a larger number of merit scholarships and other merit-based financial aid awards, 6) do more aggressive recruiting, through personal contact, of academically superior students, 7) advertise more effectively highly rated academic programs at public institutions, 8) attract more top professors to State colleges and universities, 9) transform one of Maryland's small or medium sized public campuses into a highly competitive school with stiff entrance requirements and rigorous academic demands on students, and 10) improve social life at and the physical appearance of State colleges and universities.

I. INTRODUCTION

Each year since 1979, the State Board for Higher Education has surveyed Maryland high school seniors who have been named National Merit or National Achievement Semifinalists to learn about their college plans. The intentions of these students are important to postsecondary education in Maryland, since the reputation of a college or university is based in part on its ability to attract students with strong scholastic credentials. The Maryland Plan for Postsecondary Education calls on public four-year institutions to upgrade their admissions standards and to establish or enhance programs designed to attract high ability students. All public four-year campuses have taken actions in these areas in recent years which may increase their chances of recruiting academically talented students. The Maryland General Assembly has sought to advance this goal by continuing and expanding the Distinguished Scholar Program, which provides renewable, merit-based scholarships to gifted students attending Maryland colleges or universities. The main purposes of conducting this study annually are to evaluate progress in attracting top students and to obtain useful information concerning Maryland's Semifinalists.

This report contains the results of the survey of Semifinalists who graduated from high school in Spring 1985. Survey participants were asked to identify the college or university they planned to attend and the reasons which were most important in arriving at their decisions, whether they were recruited actively by Maryland institutions, and their educational goals and financial aid arrangements. Comparisons with the results of studies in previous years were made. Semifinalists who chose a Maryland public college or university were asked to share their reasons for their decision. Students who selected an out-of-State college also were asked to suggest improvements or changes that might make Maryland's public institutions more appealing to academically-talented individuals. In addition to the overall findings, the responses of students were examined in this report in terms of the type of institution they are attending.

Methodology

Questionnaires were mailed May 1 to all 395 Maryland high school seniors who were named 1985 National Merit or National Achievement Semifinalists; the survey instrument was sent to these students in care of their high schools. The study was conducted at the end of the academic year in order to maximize the number of students who had firm college plans. Because of the timing of the survey, no follow-up mailing was feasible. One questionnaire was returned as undeliverable. Of the remaining Semifinalists, 167 surveys were received for a response rate of 42%. Although the return rate for the survey was lower than in some previous years, the consistency of the findings with those of earlier studies strengthen the validity of the results. A copy of the survey instrument is in the appendix of this report.

Characteristics of Survey Respondents

Women comprised slightly more than half (51.5%) of the Semifinalists who responded to the survey. More than three-fourths (78%) of the students described their race or ethnic origin as white; 10%, black; 10%, Asian; and 2%, other. Over three-fourths (77%) of the Semifinalists attended a public high school. Overall, respondents to the survey came from well-educated families. Large majorities of both the fathers and mothers of these students (87% and 71% respectively) were reported to have completed at least a bachelor's degree, and 62% of the fathers and 40% of the mothers had earned a graduate or professional degree.

Most of the respondents, as well as a majority of all Maryland Semifinalists, attended a high school in Montgomery or Baltimore counties or in Baltimore city (see Table 1). However, a smaller proportion of the survey respondents went to high school in Montgomery county and a larger percentage in Baltimore county or city than was the case among all Semifinalists. High school graduates from Anne Arundel and Howard counties also were slightly overrepresented in the respondent group, while those from Prince George's county were slightly underrepresented.

II. RESULTS

Choice of College

Surveys of National Merit and National Achievement Semifinalists in each previous year found that a solid majority of these students leave Maryland for their postsecondary education. The results of this year's survey, contained in Figure 1 and Table 2, show a continuation of this trend.

Nearly all of the survey respondents (98%) had decided on a particular school. Most of the college-bound Semifinalists (58%) intended to enroll in a private college or university outside Maryland. An additional 22.2% selected an out-of-State public institution, representing the largest share of Semifinalists who have chosen this type of school since the first year of the survey in 1979. Since 1983, there has been an increase in the proportion of Semifinalists choosing a public institution outside Maryland. Slightly less than 10% of the respondents selected one of Maryland's public colleges or universities, the lowest percentage of Semifinalists picking this kind of school since 1979. An independent institution in the State was the choice of 8.6% of the survey participants, and 1.2% selected the U.S. Naval Academy.

Of the 16 Semifinalists who planned to attend a Maryland public institution, nine selected the University of Maryland College Park (UMCP) and seven chose the University of Maryland Baltimore County (UMBC). This was the largest proportion of Semifinalists attracted to UMBC in the history of the survey and the smallest percentage recruited by UMCP. Most of the Semifinalists who intended to enroll at a Maryland independent institution chose either The Johns Hopkins University (7) or Loyola College (5). This represents the greatest share of Semifinalists who have chosen Loyola.

The public out-of-State schools which attracted the largest number of Semifinalists were the University of Virginia (9), Virginia Polytechnic Institute (6), and the University of Michigan at Ann Arbor (5). The private institutions outside Maryland which were chosen most frequently were Cornell (9), Duke (8), Harvard (8), Princeton (8), Brown (6), and Yale (6). Table 3 lists all out-of-State colleges and universities selected by at least two respondents.

Semifinalists also were asked to name other schools to which they applied. UMCP received applications from 37 students who decided not to attend (representing 25% of the Semifinalists who did not enroll at a Maryland public institution), and UMBC, 7. However, almost two-thirds (66%) of the Semifinalists who went outside the State for their postsecondary education did not apply to any Maryland public or independent institution.

A greater percentage of black than white respondents (20% to 10%) chose a Maryland public institution. There was little difference between the college preference of women and men (see Table 4).

Academic Plans and Financial Aid Arrangements

Most of the Semifinalists (61%) reported that they had decided on an academic major. As Table 5 shows, a majority of these students intended to study engineering (32%) or one of the physical sciences (20%). Eleven percent planned to study one of the biological sciences and 10 percent, one of the social sciences. Science and technology-related fields (especially engineering) have been the most popular majors among Semifinalists throughout the history of the survey. A large number of the respondents who wanted to major in the physical sciences expressed interest in biochemistry. A greater percentage of the prospective engineering students (87.5%) had chosen an out-of-State institution than was the case for all Semifinalists (80.2%). A majority of the respondents who were enrolling at a Maryland public institution chose business and management, a physical science, or psychology (each was 18%). Asked whether they planned to seek a degree beyond the baccalaureate, 73% said yes, 25% were uncertain, and 2% answered no. Thirty percent of the students who intend to pursue advanced studies want to earn a professional degree in law or medicine.

The Semifinalists were asked to approximate the amount of financial assistance they would receive during their first year in school and the proportion of freshman year college costs (tuition, fees, room and board) which would be covered by the aid package they had been offered by the college of their choice. Sixty percent of the Semifinalists reported that no more than one-fourth of their first-year expenses would be covered by the financial aid package they had been offered (see Table 6). Only slightly more than one-fourth (26%) of the respondents indicated that more than half of their costs would be defrayed by financial assistance. The median amount of financial support which the Semifinalists estimated they received for their initial year in college was \$4,296 (see Table 7).

In contrast to the financial aid profile for all Semifinalists, high ability students who planned to attend a Maryland public institution had a much greater proportion of their freshman year expenses met by financial assistance (see Figure 2). Most (57%) of the Semifinalists who selected a Maryland public college or university reported that their aid package would cover more than half of their college costs (compared to 35% for in-State independent institutions, 22% for out-of-State independents, and 21% for out-of-State publics). Indeed, almost one-third (31%) of the students enrolling in a Maryland public institution indicated that all of their college costs would be met by financial assistance, and only 38% stated that a fourth or less of their initial year expenses would be covered. These findings are relatively consistent with the

patterns found in earlier surveys of Maryland Semifinalists.

Academically talented students attending a Maryland public institution reported having received a median \$2,445 in aid for their freshman year. This is sharply below the median amount for all Semifinalists, however the expenses incurred at out-of-State institutions and independent schools in Maryland is considerably higher than at in-State public colleges and universities.

Reasons for Choice of Institution

Respondents were asked to indicate how important 22 factors were in the choice of a college or university. Table 8 contains the percentage of Semifinalists who rated each item as "very important" to their decision. The reasons which were instrumental in attracting the greatest number of students were the overall reputation of the school (75%), the attractiveness of the program in the student's intended major (66%), the quality of the student body (53%), the success of graduates in finding employment or gaining admission into graduate or professional school (52%), and the appearance or atmosphere of the campus (51%). Forty percent or more of the respondents deemed the faculty/student ratio and contacts made by the school to be key considerations, and at least 30% cited the size of the student body, a desire to live away from home, and social life at the college.

Academically talented students planning to attend a Maryland public college or university differed sharply from other Semifinalists in their reasons for picking a school. Many more of the students intending to enroll in a Maryland public institution were attracted by financial factors and far fewer were persuaded by reputational considerations (see Figure 3). The factors which were mentioned by the largest percentage of Semifinalists who selected an in-State public school were comparatively low tuition costs (75%) and a better financial aid offer (69%). In contrast, 21% of all Semifinalists described low tuition as very important and 27% reported that they were strongly influenced by a more appealing financial aid package. In addition, a greater proportion of the seniors who are enrolling at a Maryland public institution than all Semifinalists (56% to 28%) stressed the availability of special programs for academically talented students.

Less than one-third (31%) of the Semifinalists who selected a Maryland public college or university were strongly motivated to attend by the overall reputation of the school or the quality of the program in their intended major. In addition, fewer than one-fifth (19%) of these students rated as very important to their decision the quality of the student body at their chosen school, the success of graduates in gaining employment or admission to graduate or professional school, and the faculty/student ratio at their institution.

With respect to recruiting efforts, 38% of the Semifinalists who chose a Maryland public college or university considered

favorable contacts by the school to be a key reason for their decision to enroll there; this compares to 44% of the students selecting a public out-of-State institution, 43% of those choosing a private school outside the State, and 14% of those planning to attend a Maryland independent institution. More than one-third (35%) of all Semifinalists reported that they had been personally contacted by a representative of a public college or university in Maryland. A somewhat higher percentage of the students who decided to attend a public in-State institution (44%) reported being recruited on a personal basis by a Maryland public postsecondary school. In any event, as Table 9 shows, nearly all of the Semifinalists (98%) - and all of the seniors who chose a Maryland public institution - reported being actively recruited in some way (being sent unsolicited literature and/or being contacted personally by a school official) by one or more public colleges or universities in the State.

Not surprisingly, more of the students who chose a Maryland public institution were strongly influenced by a desire to go to school in the geographic area in which the school is located (31%) or by the proximity of the campus to their homes (25%). Fewer of the Semifinalists who are enrolling in a public in-State college or university cited parental recommendations or the size of the student body at their institution as being very important reasons for their decision.

Monetary considerations (comparatively low tuition and the offer of a more attractive financial aid package) dominated the written responses which Semifinalists who selected a Maryland public campus gave to an open-ended question, asking them to share their overall reasoning for picking their institution over others. "I chose the University of Maryland because I was awarded the Chancellor's scholarship and a merit scholarship, and I received no aid at any of the other colleges to which I applied," one Semifinalist observed in a representative comment. A similar comment was made by another student: "UMBC seemed to have a satisfactory academic program and offered me a full, four-year scholarship. No other school offered me this."

Students who were not planning to attend a Maryland public college or university were asked to suggest changes or improvements which might make these institutions more attractive to academically-talented undergraduates. The changes most frequently recommended by these Semifinalists were 1) improve the academic reputation of and programs offered by Maryland schools, 2) offer more and better honors programs for high ability students and consider the establishment of a separate honors college within an institution, 3) enhance the quality of the student body and selectivity at State institutions by raising admissions standards, 4) reduce the size of the UMCP campus and reduce class size to allow for greater interaction between students and faculty/staff, 5) offer a larger number of merit scholarships and other merit-based financial aid awards, 6) do more aggressive recruiting, through personal contact, of academically superior students, 7) advertise more effectively highly rated academic programs at public institutions, 8) attract

more top professors to State colleges and universities, 9) transform one of Maryland's small or medium sized public campuses into a highly competitive school with stiff entrance requirements, and 10) improve social life at and the physical appearance of State colleges and universities. Some representative recommendations:

I believe that the academic quality of Maryland public universities will have to substantially improve before they become attractive to high quality students. For the most part, Maryland public colleges are merely safety schools and are not seriously considered for matriculation... Entrance requirements should be raised in order to attract better students and overall size should be decreased to avoid intimidating students who are interested in smaller colleges.

I think that the admissions criteria for the University system should be raised. As it now stands, the question asked of seniors at my school is "Did you get accepted to U of M yet"? Not "Did you get accepted"? There is too little prestige attached to the University system.

It is my feeling that if Maryland's colleges' overall reputations were higher, they would enjoy a much higher retention rate than they currently do. Maryland could best do this (without drastic changes in the admissions policies) by building a strong, selective honors program...The main reason I didn't consider Maryland's schools strongly is that none have, in my opinion, an honors program to match others available.

FIGURES

Figure 1

COLLEGE CHOICE OF MARYLAND SEMIFINALISTS

1980 TO 1985

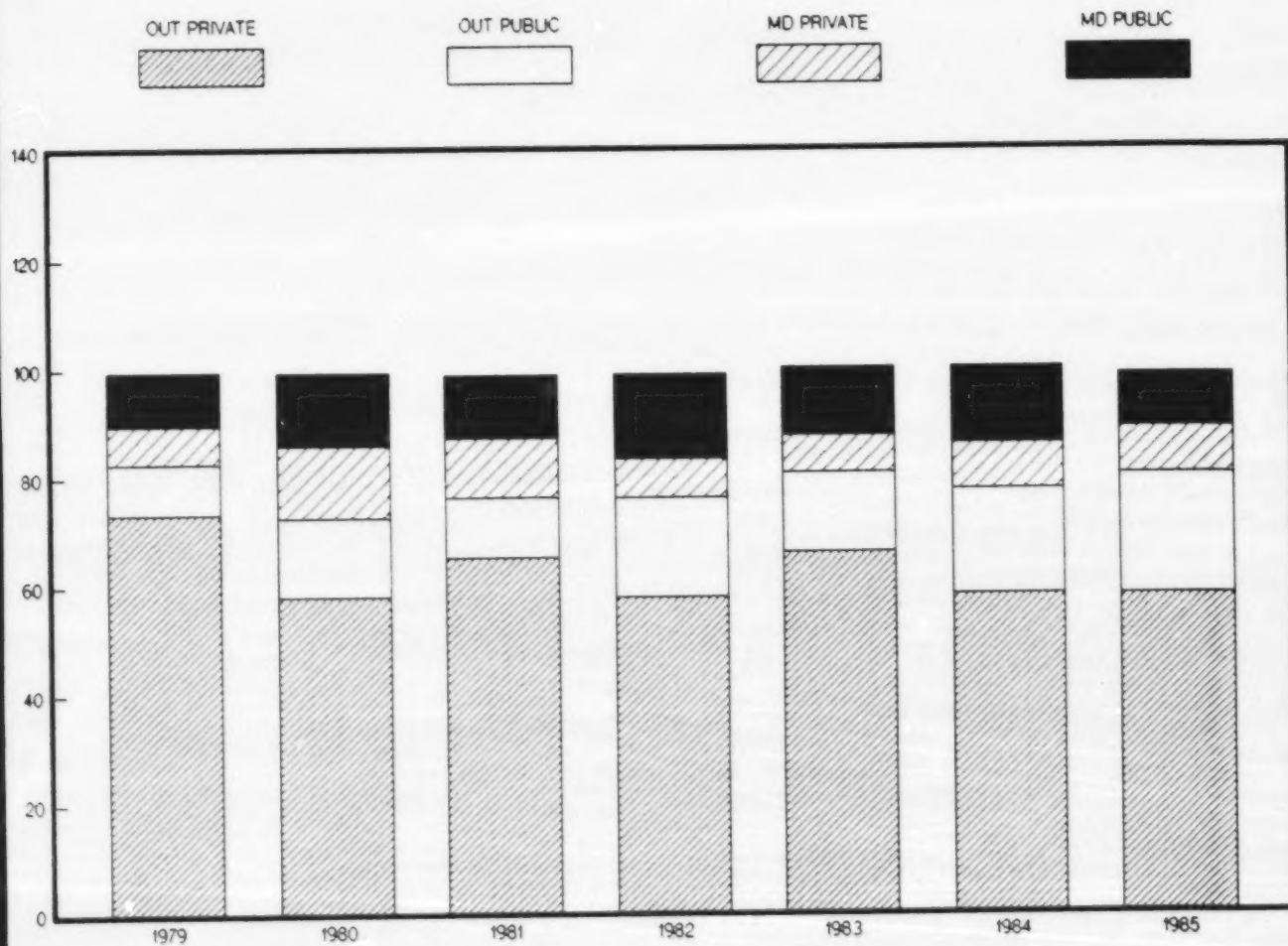


Figure 2

FIRST YEAR COLLEGE COSTS COVERED BY FIN. AID

% WHOSE AID COVERED 51% OR MORE OF EXPENSES

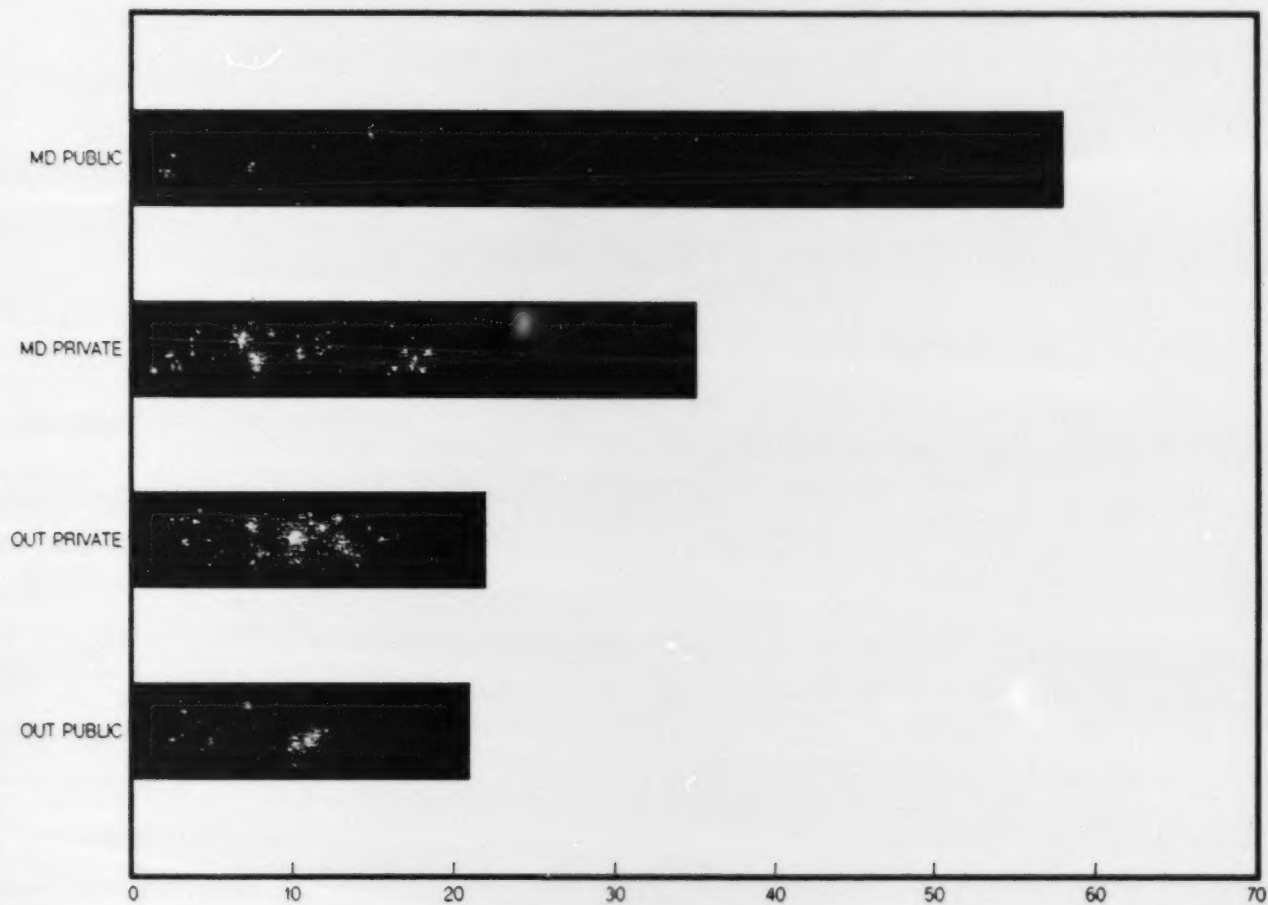
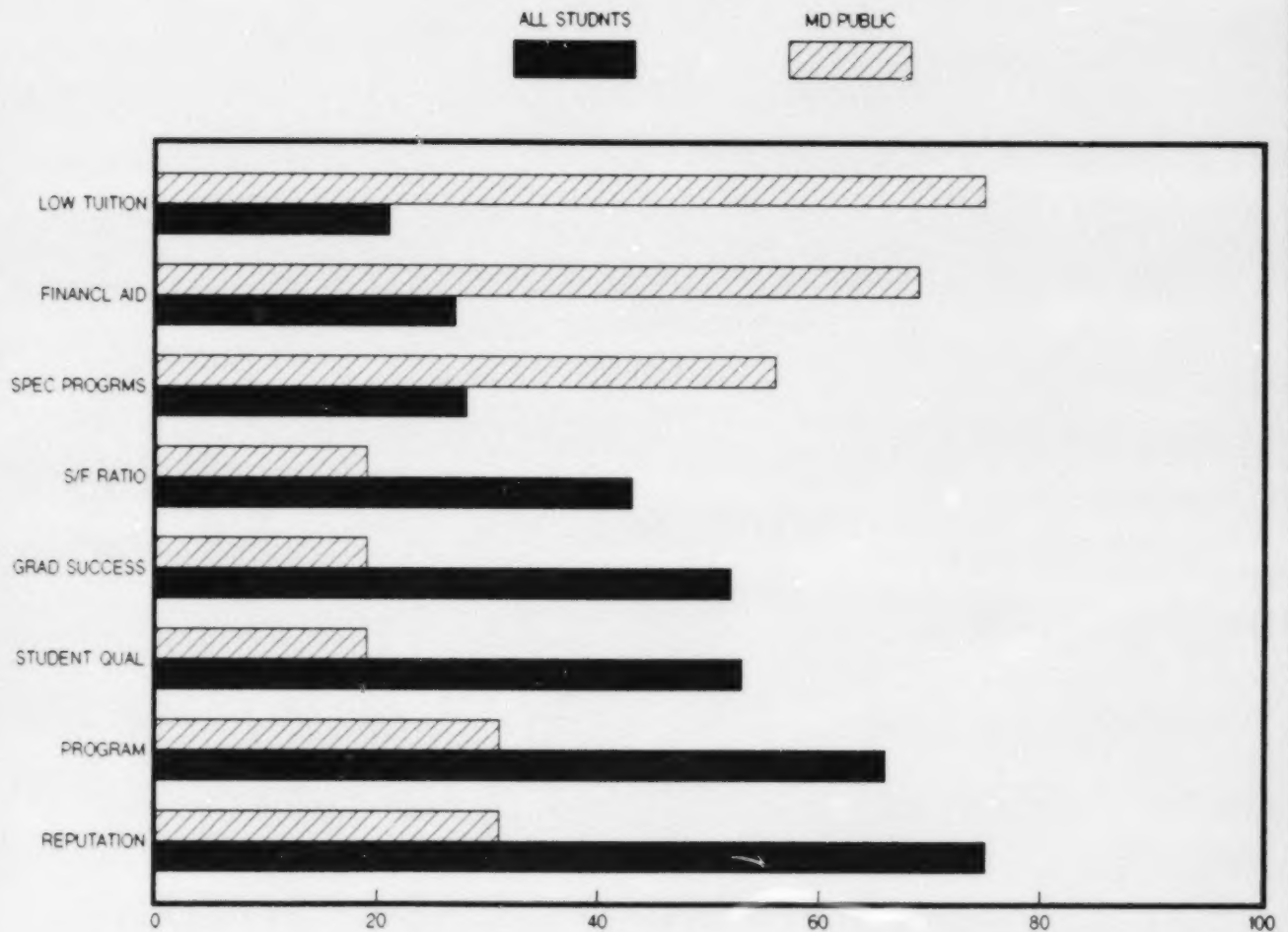


Figure 3

REASONS FOR SELECTION OF COLLEGE

PERCENT RATING FACTOR AS "VERY IMPORTANT"



TABLES

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TABLE 1
LOCATION OF HIGH SCHOOL OF SURVEY
RESPONDENTS AND ALL SEMIFINALISTS

	Respondent Group (N=167)	All Semifinalists (N=395)
Montgomery	37%	44%
Baltimore (City & County)	28%	25%
Prince George's	10%	13%
Anne Arundel	9%	6%
Howard	8%	5%
Frederick	2%	1%
Harford	2%	1%
Wicomico	1%	2%
Carroll	1%	1%
Washington	1%	1%
Dorchester	1%	*
St. Mary's	1%	*
Charles	-	*
Queen Anne's	-	*
Talbot	-	*

* Less Than 0.5%

TABLE 2
COLLEGES SELECTED BY MARYLAND NATIONAL MERIT
AND NATIONAL ACHIEVEMENT SEMIFINALISTS, 1979-1985

	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>
<u>Instit. Located in Md.</u>							
<u>Public Institutions</u>							
UMBC	1.2%	0.6%	0.6%	0.6%	1.4%	0.8%	4.3% (7)
UMCP	7.6%	12.7%	8.4%	13.3%	10.4%	12.4%	5.6% (9)
UMES	0.6%	-	1.3%	-	-	-	-
Salisbury	-	-	-	1.1%	-	-	-
St. Mary's	-	-	0.6%	-	-	-	-
Towson	0.6%	-	0.6%	0.6%	0.7%	0.8%	-
Subtotal-Pub. Instit.	9.9%	13.4%	11.6%	15.6%	12.5%	14.0%	9.9% (16)
<u>Independent Instit.</u>							
Columbia Union	0.6%	0.6%	-	-	-	-	-
Goucher	-	-	-	0.6%	0.7%	-	-
Hood	0.6%	-	-	-	-	-	-
Johns Hopkins	4.1%	8.9%	8.4%	5.0%	5.6%	6.2%	4.3% (7)
Loyola	1.7%	2.5%	1.3%	-	-	0.8%	3.1% (5)
Notre Dame	-	-	0.6%	0.6%	-	-	-
St. John's	-	-	0.6%	0.6%	-	-	0.6% (1)
Washington	-	-	-	0.6%	0.7%	-	0.6% (1)
Western Maryland	-	-	-	-	-	1.6%	-
Subtotal-Indep. Instit.	7.0%	13.3%	11.0%	7.2%	6.9%	8.5%	8.6% (14)
U.S. Naval Academy	0.6%	0.6%	1.3%	1.1%	-	-	1.2% (2)
Total-All Instit In Md.	17.4%	27.4%	23.9%	23.9%	19.4%	22.5%	19.8% (32)
<u>Institutions Located in Other States</u>							
Public	9.3%	14.6%	11.0%	18.3%	14.6%	19.4%	22.2% (36)
Private	73.3%	58.0%	65.2%	57.8%	66.0%	58.1%	58.0% (94)
Total - All Institutions in Other States	82.6%	72.6%	76.1%	76.1%	80.6%	77.5%	80.2% (130)
	100%	100%	100%	100%	100%	100%	100%
	(172)	(157)	(155)	(180)	(144)	(129)	(162)

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TABLE 3

LISTING OF OUT-OF-STATE COLLEGES AND UNIVERSITIES WHICH
MARYLAND NATIONAL MERIT AND NATIONAL ACHIEVEMENT
SEMIFINALISTS PLANNED TO ATTEND

<u>Number of Respondents</u>	<u>Institution</u>
9	Cornell University
9	University of Virginia
8	Duke University
8	Harvard University
8	Princeton University
6	Brown University
6	Virginia Polytechnic Institute
6	Yale University
5	University of Michigan (Ann Arbor)
4	University of Pennsylvania
3	Massachusetts Institute of Technology
3	Oberlin College
3	Rice University
3	Stanford University
3	Swarthmore College
3	Washington University at St. Louis
3	Wesleyan University
3	Williams College
2	American University
2	Bucknell University
2	Columbia University
2	Dartmouth College
2	Georgia Institute of Technology
2	Northwestern University
2	Pennsylvania State University
2	University of Delaware

Note: Institutions mentioned by only one respondent were not included.

TABLE 4

CHOICE OF COLLEGE BY RACE AND SEX

	<u>Public Out-of- State</u>	<u>Private Out-of- State</u>	<u>Public Maryland</u>	<u>Private Maryland</u>	
Race					
White	24%	58%	10%	9%	100% (127)
Black	27%	53%	20%	0%	100% (15)
Asian	7%	73%	0%	20%	100% (15)
Sex					
Female	20%	60%	10%	11%	100% (84)
Male	25%	58%	10%	7%	100% (77)

TABLE 5
CHOICE OF COLLEGE BY ACADEMIC MAJOR

	All Stdnts*	Public Out-of- State	Private Out-of- State	Public Md.	Private Md.
Arch & Env Design	1%	4%	-	-	-
Area Studies	1%	4%	-	-	-
Biological Sciences	11%	8%	14%	9%	14%
Bus & Management	5%	8%	2%	18%	-
Computer Science	4%	4%	-	9%	14%
Engineering	32%	50%	34%	9%	21%
Foreign Languages	2%	-	5%	-	-
Health Professions	4%	-	2%	-	14%
Letters	1%	4%	-	-	-
Mathematics	4%	-	5%	9%	7%
Physical Sciences	20%	19%	18%	18%	14%
Psychology	3%	-	2%	18%	-
Social Sciences	10%	-	18%	9%	7%
Interdiscip. Studies	1%	-	-	-	7%
	100%	100%	100%	100%	100%
	(99)	(26)	(44)	(11)	(14)

* Includes four students who did not select an institution

TABLE 6
CHOICE OF COLLEGE BY PERCENTAGE OF
FIRST-YEAR EDUCATIONAL COSTS COVERED BY
FINANCIAL AID PACKAGE

	<u>0-25%</u>	<u>26-50%</u>	<u>51-75%</u>	<u>76-99%</u>	<u>100%</u>	
All Students	60%	14%	10%	10%	6%	100% (156)
Pub Out-of-State	71%	9%	3%	9%	9%	100% (35)
Priv Out-of-State	60%	18%	10%	11%	1%	100% (91)
Public Maryland	38%	6%	13%	13%	31%	100% (16)
Private Maryland	50%	14%	21%	7%	7%	100% (14)

TABLE 7
CHOICE OF COLLEGE BY AMOUNT OF FINANCIAL AID
RECEIVED FOR FRESHMAN YEAR *

	<u>Mean</u>	<u>Median</u>	<u>Range</u>	<u>N</u>
Public Out-of-State	\$4,020	\$2,750	\$500-\$11,500	17
Private Out-of-State	\$5,946	\$5,000	\$250-\$16,850	58
Public Maryland	\$2,613	\$2,445	\$500-\$ 5,600	15
Private Maryland	\$5,178	\$5,350	\$800-\$ 8,600	12
All Students	\$5,100	\$4,296	\$250-\$16,850	102

* Excludes students who received no aid

TABLE 8

PERCENTAGE OF SEMIFINALISTS WHO RATED CERTAIN
FACTORS AS BEING VERY IMPORTANT TO THEIR
DECISION TO ATTEND A TYPE OF POSTSECONDARY INSTITUTION

	<u>All Students</u>	<u>Public Out-of- State</u>	<u>Private Out-of- State</u>	<u>Public Maryland</u>	<u>Private Maryland</u>
Overall reputation of the college	75%	75%	83%	31%	71%
Had a superior program in your intended major	66%	72%	70%	31%	64%
Attracted by the quality of the student body	53%	33%	66%	19%	50%
Graduates have reputa- tion for success in finding a job or getting into gradu- ate/professional school	52%	60%	58%	19%	29%
Impressed by the appearance or atmosphere of the campus	51%	58%	51%	50%	29%
Good faculty/student ratio	43%	33%	47%	19%	64%
Contacts by the school made a good impression	40%	44%	43%	38%	14%
The size of the stu- dent body not too large	35%	17%	41%	13%	69%
Wanted to live away from home	31%	31%	36%	38%	0%
Social life at the college	30%	33%	33%	31%	7%

TABLE 8 (Cont'd)

PERCENTAGE OF SEMIFINALISTS WHO RATED CERTAIN
FACTORS AS BEING VERY IMPORTANT TO THEIR
DECISION TO ATTEND A TYPE OF POSTSECONDARY INSTITUTION

	<u>All Students</u>	<u>Public Out-of- State</u>	<u>Private Out-of- State</u>	<u>Public Maryland</u>	<u>Private Maryland</u>
Special programs for academically talented students	28%	31%	22%	56%	23%
Better financial assist- ance offered	27%	22%	19%	69%	43%
Tuition costs are less	21%	44%	4%	75%	8%
Had a good graduate program in your in- tended major	17%	14%	18%	13%	29%
Parent(s) felt it was the best choice	12%	14%	11%	0%	31%
Wanted to go to school in the area school is located	12%	8%	11%	31%	8%
Knew more about it than other colleges	7%	8%	7%	6%	8%
Wanted to attend college close to home	6%	0%	2%	25%	29%
Friends recommended it	6%	11%	4%	6%	0%
Have friends attending the college	3%	3%	1%	6%	15%
Teacher or counselor recommended it	2%	3%	1%	0%	7%
Religious considerations	1%	0%	0%	0%	7%
	100%	100%	100%	100%	100%
	(156)	(35)	(91)	(16)	(14)

TABLE 9

"WERE YOU ACTIVELY RECRUITED BY ANY PUBLIC COLLEGES
OR UNIVERSITIES IN MARYLAND?"

	Yes, was sent un- solicited <u>literature</u>	Yes, was contacted personally <u>by coll rep.</u>	Yes, <u>both</u>	<u>No</u>		
All Students	63%	0%	35%	2%	100%	(159)
Public Out-of-St.	64%	0%	33%	3%	100%	(36)
Private Out-of-St.	66%	0%	32%	2%	100%	(93)
Public Maryland	56%	0%	44%	0%	100%	(16)
Private Maryland	50%	0%	50%	0%	100%	(14)

APPENDIX

Maryland State Board for Higher Education

16 Francis Street
Annapolis, Maryland 21401

SURVEY OF ACADEMICALLY TALENTED HIGH SCHOOL SENIORS

Please fill in blanks or circle the number next to the most appropriate response.

1. What is your sex?
1-Male
2-Female
2. What is your race/ethnic origin?
1-Asian
2-Black
3-Hispanic
4-White
5-Other
3. In what county or city do you live?

4. In what county or city is your high school located?

5. Is this a public or private school?
1-Public
2-Private
6. What is the highest level of formal education completed by your parents?

Father	Mother	
1	1	Attended elementary school
2	2	Completed elementary school
3	3	Attended high school
4	4	Completed high school
5	5	Attended some college
6	6	Completed 2-year degree
7	7	Completed Bachelors degree
8	8	Completed Master's degree
9	9	Completed Doctorate/Professional degree
7. Do you plan to attend college next Fall?
1-Yes → If Yes, continue with question 8
2-No
3-Undecided

If you do not plan to attend college next Fall or are undecided, you should stop here. The rest of the questionnaire does not apply to you. Please return the questionnaire in the postage-paid envelope.

We thank you for your help and time.

8. Have you decided which college you will attend next Fall?

1-Yes

2-No → If No, skip to question 14

In responding to questions 9 and 10, if referring to a multicampus university, specify which campus. For example, instead of writing "University of Maryland" you should write "Univ. of Md-College Park", or "Univ. of Md.-Balto. Co."; etc.

9. Which college or university do you plan to attend next Fall?

10. To which other colleges or universities did you actually apply?

11. When did you make your final decision about what college or university you would attend?

1-Senior year

2-Junior year

3-Sophomore year or earlier

12. Circle the type and write the approximate amount of financial aid you have been offered for the FIRST year at the college or university you plan to attend next Fall.

\$ Amount

1-National Merit Scholarship _____

2-State/campus scholarships/
grants awarded mostly on
academic achievement _____

3-Scholarships or grants from
businesses, foundations, etc.
awarded mostly on academic
achievement _____

4-Federal/State/campus grants
awarded mostly on financial need _____

5-Loans _____

6-Work-Study _____

7-Other(s) _____

8-None _____

13. Approximately what proportion of your first year college costs (tuition and fees, room and board) will be covered by the financial aid package you have been offered at the college you plan to attend next fall?

1- 0-25%

2- 26-50%

3- 51-75%

4- 76-99%

5- 100%

(over)

14. a. Have you decided what undergraduate program or major you will pursue?

1-Yes
2-No

b. If Yes, what is this major?

15. Do you now plan to pursue higher education beyond the bachelor's degree?

1-Yes, for a degree in Law
2-Yes, for a degree in Medicine
3-Yes, for a graduate degree in other field
4-No
5-Uncertain at this time.

16. Please rate how important was each of the factors listed below in your choice of a college or university. Using the following scale, write the appropriate rating in the blank next to each factor.

1-Very important
2-Somewhat important
3-Not important

- a. Overall reputation of the college _____
b. Had a superior program in your intended major _____
c. Better financial assistance offered _____
d. Wanted to live away from home _____
e. Attracted by the quality of the student body _____
f. Parent(s) felt it was the best choice _____
g. Wanted to attend college close to home _____
h. Have friends attending the college _____
i. Tuition costs are less _____
j. Teacher or counselor recommended it _____
k. Knew more about it than other colleges _____
l. Wanted to go to school in the area in which the school is located _____
m. Friends recommended it _____
n. Special programs for academically talented students _____
o. The size of the student body not too large _____
p. Contacts by the school made a good impression _____
q. Had a good graduate program in your intended major _____
r. Religious considerations _____
s. Impressed by the appearance or atmosphere of the campus _____
t. Graduates have reputation for success in finding a job or getting into graduate/professional school _____
u. Social life at the college _____
v. Good faculty/student ratio _____
w. Other reason(s): _____

17. a. Were you actively recruited by any public colleges or universities in Maryland?

1__Yes, I was sent unsolicited literature about a college
2__Yes, I was contacted personally by a representative from a college
3__Yes, both of the above
4__No, I was not actively recruited

b. If yes, which colleges or universities?

18. a. If you plan to attend a PUBLIC college or university in Maryland, please share with us your overall reasoning for making that decision, especially why you chose a public Maryland institution over other colleges and universities.

b. If you plan to attend an out-of-state institution or a private institution in Maryland, please suggest changes or improvements that you think would make Maryland's public colleges and universities more attractive to academically talented students like yourself.

Thank you very much for your help and time. If you'd like to receive a copy of the survey report when it is completed, please fill in your name and home address below:

Name _____
Street _____
City/State _____
Zip _____

PLEASE MAIL THIS SURVEY IN THE ENCLOSED POSTAGE-PAID ENVELOPE.

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